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A BRIEF ISSUE

We're limiting this edition to one sheet this week so we can enclose "How to Get Information..." but there's a bit of other news, even so. Like some announcements, notices of publications, and some personnel information.

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YEARBOOK ISSUED... ...AND ANNUAL REPORT

The Secretary's Annual Report came off the presses last week. It's one of two parts directed by Congress. The other part, commonly known as the Yearbook of Agriculture, also became available this week.

For the first time ever, it's paperback...but we did that so it could be full color throughout...and to keep expenses down.

The Yearbook, called "What's to Eat...And Other Questions Kids Ask About Food," is--as we promised some weeks ago--quite a book. We think you'll like it.

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WANT FOOD NEWS?

The Department continually gets more and more involved in food issues. Latest item to help explain what's going on is a newsletter issued jointly by the Food Safety and Quality Service (FSQS) and the Economics, Statistics and Cooperatives Service (ESCS). Called "Food News for Consumers," other agencies also are likely to contribute to the newsletter as time goes on.

If you're not already getting a copy, write FSQS, USDA, Room 3612-S, Washington 20250 or call (202) 447-5223 to get on the list.

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WHAT FARMERS NEED

Ben Blankenship, ESCS, sent us a summary of a survey on farmers' information needs and sources. If you want a copy of the full report when it arrives, write Ben.

Findings show some new, some old thoughts. One says farmers want more marketing information...timely and accurate.

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CAMERA-READY COLUMN

Ed Curran, GPA, says his "Agriculture Today" column, which he sends out in camera-ready form, now goes to 631 newspapers at their request. Those papers have a combined circulation of about 2.1 million.

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ON PERSONAL CONTACTS

Layne Beaty, GPA, made a last trip to see New York contacts before he retires...came back saying touching bases in New York is not

the same as doing it elsewhere but that personal contact is still "very good if done in the right posture and not too often." He says it's necessary to follow up with phone and letter.

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PNW GROUP MEETS SOON ACE members for the Pacific Northwest plan their annual regional bash in Portland, March 6-7. Theme will center around campaign planning. Mark Claesgens, Washington State U., can give you details...but if you wanta attend, get your hotel reservation in quickly to the Imperial Hotel, 440 SW Broadway, Portland 97205 or call (503) 228-7221.

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JORGENSEN JOINS SD Word from South Dakota State U. has it that Jerry Jorgensen will join John Pates' staff as information specialist-radio. He begins March 1...presently he's production assistant for the public TV network at KESD, Brookings.

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TRY ILLINOIS... Del Dahl, U. of Illinois, says he's recruiting a home-ec communicator with a master's degree. The person he hires must be "a writer, but needs to be a strategist too--a consulting communicator type." Deadline for applicants is March 15.

To apply, write Del, 67 Mumford Hall, Urbana 61801 or call him at (217) 333-4780.

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RESEARCH FROM WIS. John Fett, U. of Wisconsin, sent us brief descriptions of 1979 master's and doctoral theses by students in his department. Included also were short abstracts of research reported by faculty members. John probably will send the descriptions to you if you'll write him.

Some titles include: "Role of the Artificial Insemination Newsletter as a Marketing Communications Tool," "An Evaluation Research Proposal for a Public Information Campaign on Urban Forestry Management," "An Experimental Study of Learning and Attitude Change Through Films and of Effects of Music-Montage Interludes in a Film," and "Editors Attitudes and Perceptions of Food Photographs as an Educational Tool."

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TWO REPORTS FROM ORE. Gwil Evans, Oregon State U., sent us a report of a nationwide survey of extension programs in home horticulture...copies aren't available but you might check with extension administrators or horticulture leaders for theirs. Facts surfacing include a substantial increase in resources used for responding to the public...more staff...more volunteers...wide and varied use of mass media.

Gwil sent another report on land grant and sea grant relationships. It's called "Partners and Parallels," and Gwil will honor requests for single copies at no charge. Write Bulletin Mailing Office, Oregon State U., Industrial Building, Corvallis 97331.

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MORE COPIES... If you want more copies of "How to Get Information..." get in touch with Stan Prochaska, GPA, (202) 447-7454.

